

CLOSING - SELLING SETS

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- Selling SETS:**
- ☺ Maximizes your time - take home more \$\$ per appointment.
 - ☺ Customers are on expanded line - higher reorders
 - ☺ Easier to follow-up on second facial if supplements are included. She will see results faster within 2 weeks and will be encouraged to stay with it.
 - ☺ Reorders are higher.
 - ☺ Customer will be excited and more open to hear about business plan
 - ☺ If customer recruits — she will see the necessity for inventory

GROUP CLOSE:

1. DESCRIBE ALL SETS (how it comes)

Spend the most time on *Beauty Essentials "I Deserve It All" Collection* - romancing the set - explaining the benefits. When a customer fails to make a good purchase, it's because she doesn't know all her options — explain everything! Then *guide* her to her decision during her private consultation.

2. DESCRIBE ALL PAYMENT PLANS (how to take it home)

- ✓ "We honor MC/VISA/Discover/AMEX if that's convenient for you"
- ✓ "Post-dated checks up to 2 weeks"
- ✓ "We'll even take CASH with 2 forms of I.D!! (laughter)"
- ✓ The "He'll never know" plan – a little check, a little cash, a little VISA!
- ✓ Manageable Plan (for the bigger sets): "If we can take care of **half plus the tax** today, you may post-date the rest. I'll explain in more detail at our private consultation"

3. DESCRIBE LITERATURE (pre-packed)

- ✓ "This is our **current brochure** - shows the hygiene system, the new Day/Night age-fighting products plus other supplements – all the current line, color chart and current price list. Put it in your cook books so you can find it when I call you!"
 - ✓ "This is my **business card** so you can find me when you need me! Remember my personal service comes with your Set!"
 - ✓ "And this is your facial slip (**sales ticket**). This is our record of your facial today. If you will fill in your name, etc. and phone # **and** the name of your hostess here – she gets credit for this little "event" today
- Soft invitation to purchase:
"If you have already made a purchase selection in your mind, just write the name of the SET, for example, just write "I Deserve It All" or GLOW GIRL . . . I'll know what you mean, and will help you with colors at our private consultation."
- ✓ You may also add a recruiting sheet (SIMPLE FACTS/SIMPLE BUSINESS)

INDIVIDUAL CLOSING QUESTIONS (at private consultations):

1. Did you have a good time?
2. How does your face feel? (feel *your* face, nodding and smiling)
3. What was your favorite part of your experience today?
4. And what was your favorite product?
5. Do you have any questions about your own skin care concerns?
6. Go through **OPINION POLL** closing sheet with her and master closing "scenarios".
Whichever "set" she checks on #4 of the Opinion Poll ("if money were no object"), is the set she should go home with. It's up to you to show her how.

To *refine* your closing for higher sales --- learn and practice the following. Master the details for handling each possible situation and \$500 to \$1000+ classes will be yours! Your objective is to show each client "possibilities" on how to take it home.

Possibility #1: Customer loves the GLOW GIRL Set, but feels she can only take the Ultimate Miracle

“I see you checked the GLOW GIRL collection on the Opinion Poll”

Answer: *“Yes, but you said “if money were no object” “*

“_____ , if I can show you how to take this set home on a manageable plan, would you be interested?” (Answer is always yes – even if she doesn’t take this set, she still wants to hear what you have to say.) Assume the sale and write **GLOW GIRL set** on ticket.

“Tell you what let’s do (Show her half plus tax – hold up your calculator) . . . can you manage/handle/take care of this today?” Never say, “buy . . . pay for . . . purchase”.

If she hesitates: break eye contact, look down, and **be quiet**. Let **her** answer first! First one who talks takes it home! You don’t know where to go next until she says *something*. Now you can *personalize* your comments to her needs. (Learn answers to objections.)

Example: **GLOW GIRL** set is \$299 (+ \$27. tax on the full retail)

Half = \$149.50 + \$27 = \$176.50 (answer is yes)

Remember she already said “yes” to the **Ultimate Miracle** set which is \$199!

“How would you like to handle the balance - VISA or check

The point is you go home with *full* payment. ½ + tax immediately covers cost of product given. Most of the time she’ll just say “charge it” --- but she may postdate for 2 weeks — or divide the balance in two and postdate checks week one, and week 2. **NO MORE THAN 2 WEEKS!**

Example 1: She either charges or writes check for \$176.50 Plus postdates check for \$149.50

Example 2: She either charges or writes check for \$176.50 Plus 2 postdated checks for \$74.75

Example 3: She charges \$88.25. + check for \$88.25 (half + tax) AND postdates checks.

YOU’VE JUST SOLD A \$299 GLOW GIRL collection and have a new TimeWise, reorder client!!
(Find a way, make a way!) **CONGRATULATIONS!** Enroll her in your **Preferred Customer Program!**

Possibility #2: Same situation - customer likes one set but comes down one set.

You ask about “manageable plan” but she turns it down, stays firm on her decision. **DON’T PUSH.** Write **Ultimate Miracle Set** (or whatever) on ticket.

“That’s great, _____, this set is a great place to start! But, you know, from what I understood were your concerns about your skin, you also need the BODY CARE system. Would you like to add it to your SET now?”

(It is your **responsibility** as a consultant to suggest those products you feel would help her. If she chooses to wait on them - it’s OK, but you’ve still done your job. Most of the time she’ll say “yes”. Add them in and continue the sale.) *“And which plan appealed to you the most — check or charge?”*

YOU’VE JUST SOLD AN EXPANDED SET & FILLED YOUR CUSTOMER’S NEED!
WHAT GREAT PEOPLE SKILLS!! CONGRATULATIONS! Enroll her in PCP!

Possibility #3: Same situation - but customer does NOT want to add these additional items now.

Again, don’t press. **But remember your advice.**

“Tell you what, _____, you really need to add the [BODY CARE] to your program as soon as we can. Let’s make a note of it here on your slip and see if we can add it at your checkup facial. OK?”

Continue the sale. **Now you have a negotiating point to work with for her second facial!!** Guess what you can offer her at half-price if she invites 3 friends or FREE with enough sales?!

As soon as the sales ticket is filled out, BOOK THE SECOND APPOINTMENT NOW, Have datebook open and ready:

“I need to see you in the next 2 weeks to check your progress. Let’s look at the calendar right now and find a convenient time for us both.” Have her write her name & phone in your datebook, as well as her chosen **“Look”**. *After* the date is set: *“You know, _____, Any reason you couldn’t invite 2-3 friends to share your checkup Pamper Session so you can receive your[BODY CARE] set at half-price or FREE?”*

CONGRATULATIONS!! YOU’VE JUST SOLD an Ultimate Miracle set, HAVE A NEW TimeWise CLIENT — BOOKED HER CHECKUP APPOINTMENT — AND GUARANTEED YOURSELF ANOTHER CLASS WITH NEW PEOPLE!! That’s working smart!

Possibility #4: Customer wants the *TimeWise* set, but feels she cannot afford it, for whatever reason.

Be empathic, consider her feelings, speak softly, lean forward, touch her arm
“I can respect that, _____, but tell me honestly, is money a problem?” (let her answer)
“Tell you what let’s do. Can you manage half + the tax now? (\$33 + \$5.28 = **\$38.28**)
Great! Let’s send you home with your basic hygiene so you can begin improving your skin right away,
and hold the balance for your checkup. If you invite 3-4 friends, let’s see if we can earn the rest as a gift
with your hostess credit and outside orders. OK?”

(Never proceed to this last step unless it’s necessary - which is why private consultations are so important, where you can negotiate)

CONGRATULATIONS!! YOU HAVE ANOTHER *TimeWise* CLIENT — BOOKED HER CHECKUP APPOINTMENT WITH NEW PEOPLE — AND YOU FOUND A WAY TO HELP HER GET IT!!

Spend most time romancing the complete roll up set Best Buy! Hottest Deal! Then her choice of 6 sets or 4 sets to get the fabulous bag is next best “deal”.

In each situation, your main objective is to find the need of each person and help her to a solution. **Book the 2nd appointment immediately after the sale — 50% of all checkups become classes!** You should never have to “go fishing” for faces if you develop this skill! In each instance, be prepared to send her home with recruiting literature (and/or tape) and follow up within 24-36 hours!! **Mary Kay says there is a new consultant at every class.** This is part of the **4-POINT RECRUITING PLAN** which you must learn.

Possibility #5: Customer decides not to buy anything.

Send her away with a “sweet taste” After you ask the “relaxing questions” (*did you have a good time, how does your face feel, etc.*) and after the closing questions . . . you might say, “I hope you learned something about skin care that you might not have known before Let’s look at the calendar to see when would be best for your **COLOR** follow up appointment. At least we might earn you some free products when you share your pamper session with a couple friends”

If she is still not interested..... “_____ It was my pleasure meeting you. Here’s my card . . . promise me if you reconsider, you’ll give me a call so I can give your hostess credit. OK?” **shake hands and smile** Never leave anything to ‘chance’ . . . a courtesy follow-up call in 2-3 days to ask her if she can *still* tell the difference, is very appropriate . . . you might thank her for attending to help her hostess . . . and **ASK AGAIN** if she would enjoy her own Pamper Session. Her situation might have changed and you could very well have another scheduled appointment! **FOLLOW UP!**

One tip on hostess credit: Do not deduct hostess credit from the Hostess’ purchase. Rather tell her excitedly that she can “shop” for extra FREE products of choice. Example: Say her purchase is \$100 & \$20 H.C. If you deduct credit you go home with \$80. If she “shops” for extra items, you go home with \$100 and her FREE product only cost you \$10!! It’s a WIN-WIN!

Rehearse these steps and scripts with a friend or relative again and again until you get good!

Repetition is the mother of skill!

Again, remember that **until it costs you, you don’t own it.** You don’t get something for nothing. Nothing happens overnight. You have to **practice.** You **must** do the effort. What’s in it for you if you do? Greater Confidence, Credibility, Authority, Higher Sales, Business Growth, Financial Security! Is it worth it? **YOU decide!**